



Position: Community Fundraising Officer (North of England)

Reporting to: Head of Fundraising

Direct Reports: None

Location: Home based, but must be able to travel to London and other parts of the UK as required

Salary: Between £28,000 and £32,000 depending on experience

Hours of work: 35 hours per week

Benefits: 25 days holidays incl. Bank Holidays, Workplace company Pension and Group Life Assurance, Flexible working

About Dementia Carers Count:

Dementia Carers Count is a national charity that offers life-changing, practical, professional health and care support that families living with dementia. Our services are free and give family carers the opportunity to understand more about dementia, to connect with others in a similar situation and to look after themselves while navigating the highs and lows of caring for someone with dementia. Everything we do is developed closely with family carers and delivered by professionals, so we can offer services that genuinely help carers with their needs - wherever they are and whenever they need us.

Job Specification

Raise funds from a range of sources across assigned locality

Develop relationships with volunteer fundraisers and groups

Job description

Strategy and planning

Work closely with the Head of Fundraising to support the implementation of the region-wide Fundraising Strategy

Devise, implement and evaluate an annual fundraising plan, as part of the region-wide Fundraising Strategy, in conjunction with the Head of Fundraising and the Fundraising Team

Plan and deliver effective, exciting, and appropriate fundraising activities

Contribute to the planning and delivery of Dementia Carers Day and other campaigns

Fundraising

Develop and deliver a range of fundraising activities across the region

Support national fundraising and other national initiatives, in conjunction with the Fundraising Team

Attend fundraising and other events as required, potentially in a wide range of locations requiring travel. This may involve some weekend and evening work.

Identify and follow up opportunities to secure non-cash or in-kind support, e.g. volunteering, pro bono support, donations of equipment.

Develop and nurture relationships with volunteer fundraisers, with the aim of maximising the funds they raise

Support the formation of volunteer fundraising groups, with the aim of maximise the funds they raise

Co-ordinate the recruitment and appropriate use of volunteers to support local fundraising

Develop and nurture relationships with potential funders and fundraisers e.g. local trusts, businesses, community groups and schools

Work closely with colleagues across the UK to involve them in building relationships with supporters and in fundraising activities as required

Act as an ambassador for fundraising in the region and build awareness of the benefits of fundraising for Dementia Carers Count and the people we help

Ensure the health and safety of participants and volunteers at Dementia Carers Count fundraising events and activities

Monitor, evaluate and identify learning points from each area of activity

Targets and budgets

Achieve agreed income targets and return on investment

Plan and monitor the allocation of the budget in conjunction with the Director of Income Generation, Head of Fundraising, and the Finance Team

Data, reporting and administration

Record data accurately using the Salesforce database

Produce reports and supply data as required

Respond to enquiries made by phone, post, and email

Acknowledge donations appropriately; write effective thank you letters and share these with colleagues throughout the region

Count and bank funds received where appropriate

Adhere to all relevant financial procedures

Communications

Devise and implement a communications plan to promote fundraising initiatives in the region, working with the Head of Fundraising and the Communications Team

Working with the Marketing Team, follow up potential PR opportunities

Provide content for Dementia Carers Count communications channels, e.g. newsletters, e-newsletters and social media

Contribute to the creation of fundraising materials and resources for use regionally or nationally, as required

Work with supporters to raise awareness of Dementia Carers Count and the cause of dementia carers

Miscellaneous

Provide support for other aspects of the work of Dementia Carers Count's fundraising team at busy times

Carry out other tasks consistent with the general remit of the post

About you

The following criteria will be used in selecting a candidate:

Essential / Desirable

	Essential	Desirable
Skills, ability, knowledge		
Fully computer literate with excellent PC skills including word processing and spreadsheets	✓	
Experience of creating promotional materials and reports using MS Office	✓	
Ability to self-organise, prioritise, and meet deadlines	✓	
Ability to work under pressure while paying attention to accuracy and detail	✓	
Ability to analyse problems and develop solutions	✓	
Demonstrable organisational skills	✓	
Demonstrable interpersonal and relationship building skills	✓	
Ability to inspire and motivate supporters	✓	

Dynamic, self-motivated person who has the ability to work unsupervised whilst also being a team player	✓	
Ability to communicate effectively and influentially with a range of stakeholders verbally and in writing	✓	
Strong presentation skills	✓	
Ability to monitor budget and keep accurate financial records	✓	
Experience of working with volunteers	✓	
Experience of issuing press releases and other communications channels		✓
Knowledge of using fundraising databases		✓
Knowledge of Salesforce		✓
Experience of working in a charity shop		✓
Personal qualities		
Creative approach	✓	
Professional and friendly approach to supporters and volunteers	✓	
Enthusiastic with a positive attitude	✓	
Empathetic to the aims and values of Dementia Carers Count	✓	
Flexible to work occasional unsocial hours including evenings and weekends	✓	
Flexible in approach	✓	
Knowledge of the region and of local fundraising opportunities		✓
Qualifications/Experience		
Experience and knowledge of fundraising	✓	
Experience of fundraising in local communities		✓
Proven record of organising events	✓	
Fundraising qualification		✓
Full and valid driving licence and access to a vehicle during working time	✓	
Member of Institute of Fundraising		✓